

SNWS : THE W S R N NEWSLETTER
swarthmore college, pennsylvania

First big news from SN is POLITIX: we've had an election, minus the brass bands and free beer for all, but we have a new Station Manager, namely, your correspondent. He's a soph, afraid of the draft like all the rest of us males, and moved up from the post of Chief Announcer. Not too big a shakeup in the rest of the staff, but here are a few new names: Harry Cowell, '54, Chief Annor, Pete Calingaert, '52, Chief Engineer, and Geoff Watts, '54, chief wiresplicer, or Technician.

We're also expecting a New Arrival, twins, in fact: two Magnacord PT-6 tape recorders. Now if the College would only give us decent studios to use 'em in.....

OUR LISTENERS, bless them, responded nicely to our recent poll, and the results surprised us, with the result that our program schedule has gone through some changes. People actually do listen to the radio from 7-8 a.m., when we air the Yawn Patrol. We were shocked! The Y.P. was used as a training ground for announcers, but now we're assigning good announcers to the show, with apologies for last term. We're on the air from our studios some 27½ hrs. a week, plus 24 hours' worth of classical music from the Cutting Collection, the College library of recorded music, which we carry in the afternoons. The rest of our 119-hour broadcast week is taken up with relays from Philly FM stations. Poll showed demand for classical music only from 9 to midnight, and we revised accordingly. Other Poll notes: we now relay "The UN Today" in response to Big demand..... ET's from Radiodiffusion Francais good listening (these are new).....demand for more campus news and student talent.....top listening hours 10 to 12 pm.....our sports broadcasts, and we do a lot of 'em (all home & away football and basketball games, plus wrestling occasionally) turned out to be more popular than we thought..... 70 % response on poll.....they do love us after all.....

Lecture series on "Civil Rights & Academic Freedom," sponsored by the Cooper Foundation, being broadcast & recorded by SN. Big names in academic world, including, Henry Steele Commager, Curtis Bok, Walter Gellhorn, etc. If you'd like ET's of lectures, further info on series, etc, don't hesitate to write us.

NEWS: THE W. E. B. DUBOIS
UNIVERSITY COLLEGE, PENNSYLVANIA

First big news from the POLARIX: we've had an election, minus the press bands
and free beer for all, but we have a new station manager, namely, your correspondent.
He's a dog, afraid of the draft like all the rest of us males, and moved up from the
post of Chief Announcer. Not too big a shakeup in the rest of the staff, but here
are a few new names: Harry Cowell, '34, Chief Announcer, Kate Callaghan, '32, Chief
Engineer, and Geoff Watts, '34, chief telegrapher, or Technician.

We're also expecting a New Arrival, twins, in fact, two registered 10-3 days
ago. Now at the College would only give us decent studios to use 'em in.....
OUR LISTENERS, please then, requested nicely to get recent polls, and the re-

sults surprised us, with the result that our program schedule has gone through
some changes. People actually do listen to the radio from 7-8 a.m., when we air
the Yarn Patrol. We were shocked! The Y.P. was used as a training ground for

announcers, but now we're assigning good announcers to the show, with special
for late hours. We're on the air from our studios some 27 hours a week, plus 24
hours' worth of classical music from the Existing Collection, the College library
of recorded music, which we carry in the afternoon. The rest of our 119-hour

broadcast week is taken up with relay from Philly FM stations. Poll showed
demand for classical music only from 9 to midnight, and we revised accordingly.
Other poll notes: we now relay "The W. Today" in response to big demand.....

ET's from RadioStation presents good listening (there are new).....demand for
more campus news and student talent.....top listening hours 18 to 19 PM.....
sports broadcasts, and we do a lot of 'em (all have a very football and basket-
ball games, plus wrestling occasionally) turned out to be more popular than we

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lecture series on "Civil Rights & Academic Freedom," sponsored by the Cooper
Foundation, being broadcast & recorded by us. Big news in academic world, in-
cluding, Harry Stein Commager, Carlisle Hays, Walter Hollenhorst, etc. If you'd like
ET's of lectures, further info on courses, etc, don't hesitate to write us.

SNEWS continued.....

A QUESTION for Alan Nielsen, Rutgers' WRSU: can you give us any advice on the best and cheapest ways to soundproof what studio facilities we do have? We'd like to get your ideas, in case we get some money someday, somehow....

Our format, by the way, has been revamped, and we are keeping a log these days, in case we ever go on FM. As we are, we don't try to be too fussy with FCC regulations on the subject, but this is a Good Thing, nevertheless, in that our Programming department has records to look back on and say to advertisers "See? We did read your spot!" We don't, as a rule, go out after advertisers, but we do have a few.

It's getting late, and I'm forcibly reminded that this is an Academic Institution by the growing pile of back work on my desk. Pardon my typing, my roommate's typewriter and his lousy carbons. I need a secretary, female, luscious, co-operative.....any girls want to transfer to Swarthmore?

Goodnight and Good Broadcasting to all,

Morton Miller

Mort Miller
Station Manager, WSRN
Swarthmore College.

P.S. We'll have more SNews when the ~~next~~ letter goes out again in March. This is just a special spot announcement about late developments at WSRN, 640 on your dial, the Swarthmore Radio Network.

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SHES continued.....

A QUESTION for Alan Hansen, Hatters' SHOP; can you give us any advice on the best and cheapest ways to conduct business as we have? We'd like to get your ideas, in case we get some money needed, perhaps....

Our format, by the way, has been revamped, and we are keeping a log these days, in case we ever go on TV. As we are, we don't try to be too fancy with the regulations on the subject, but this is a good thing, nevertheless, in that our management department has started to look back on and try to advertise. We'd like to read your work, we don't, as a rule, go out after advertisers, but we do have a few.

It's getting late, and I'm finally realizing that this is an excellent illustration of the growing pile of back work on my desk. Pardon my typing, my roommate typewriter and his funny opinions. I need a secretary, please, because, co-operative.....my girls want to transfer to Sweetbriar.

Goodnight and Good Goodnighting to all.

Robert Miller

Robert Miller
Student Manager, WASH
Sweetbriar College.

P.S. Will have more shows when the Frank Miller goes out again in March. This is just a special spot announcement about late developments at WASH, 1230 on your dial, the Sweetbriar Radio Network.